

For Immediate Release
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Mississippi ABC Unveils Campaign to Fight Underage Drinking

We Don't Serve Teens Campaign urges parents to speak up and discourage underage drinking

The Century Council, a national not-for-profit organization funded by the nation's leading distillers, is launching a public awareness campaign to prevent underage drinking. The Mississippi ABC will help kick-off this campaign with announcements to the media on December 12 & 13 with cooperation and support from retailers located in Ridgeland, Hattiesburg and Tupelo. ABC enforcement agents will also take part in a state-wide dissemination of point of sale materials to retailers.

The new initiative called "***We Don't Serve Teens***," is designed to inform adults that providing underage drinkers with alcohol is unsafe, illegal, and irresponsible. Elements of the campaign include a 30-second television public service announcement, lapel pins, cold case stickers, register signs, and ceiling dangles to be distributed at the point of sale.

The Century Council has found that nearly one in five (17%) adults believe it is acceptable for parents to provide alcohol to their teenagers in their own home. Ninety-six percent of adults said it is unacceptable for another parent or other adult to provide alcohol to their teenager without their permission. Further, all survey respondents said if they learned another parent or adult provided alcohol to their teenager without their permission, they would consider taking recourse against the other parent, or their child.

"Alcohol is accessible to our youth far too often, particularly now that we are approaching winter break" says Mark Hicks, Director of Enforcement for the Mississippi ABC. "Law enforcement, retailers, and parents need to play a role in the fight against underage drinking to lower, and hopefully eliminate, this problem in Mississippi."